

Helping Hands for Harvest

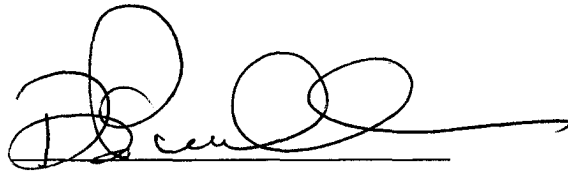
An Honors Thesis (HONRS 499)

By

Amanda Zearbaugh

Thesis Advisor

Dr. Deanna Pucciarelli

A handwritten signature in black ink, appearing to read 'Deanna Pucciarelli', written over a horizontal line.

Ball State University

Muncie, Indiana

May, 2010

Expected Date of Graduation: May 2010

Abstract

With the downturn of the economy, many people in the Muncie community are less able to provide food security for their families. To help with this cause, the Harvest Soup Kitchen serves food to those in need. However, as more people are relying on the Harvest Soup Kitchen for their next meal, the non-profit organization is finding it difficult to operate on the small budget they have, supplied through donations and grants. To help this local organization, I led a planning committee, which organized and executed a benefit dinner. For additional funding, we wrote and submitted a grant to the Ball Brothers Foundation. Additionally, I made a Benefit Dinner Manual for the Harvest Soup Kitchen board members, so that this event can be easily created in the future. To document these processes, I have given a detailed summary, along with examples of the grant narratives, the request letters for sponsors and donors, and the Benefit Dinner Manual.

Acknowledgements

- I would like to thank Dr. Pucciarelli for helping me create an excellent representation of the work accomplished this semester. She was extremely helpful in the writing and documenting processes.
- I would like to thank Dr. Altman, who helped guide the planning process. Through her experience in event planning, and connections with the community, we were able to exceed our goals for the benefit dinner.
- Finally, I would like to thank the graduate students that took part in the planning committee. I could not have accomplished this without the all of the hard work and commitment from Ben Peak, Amara Koroma, Liz Strong, Breanna Ridgway, Kristy Cox, and Kim Jamriska.

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Author's Statement

My creative project for my thesis consisted of planning and executing a benefit dinner for a local non-profit organization called the Harvest Soup Kitchen. I led a planning committee in the organization and execution of this dinner, as well as writing and submitting a grant. I also composed a Benefit Dinner Manual for the Harvest Soup Kitchen so this fundraiser could be executed in the future.

As a Hospitality and Food Management major, this project allowed me to improve my skills as an event planner. I was able to practice organization, leadership, creativity, and delegation. I was also able to become involved in the community around me. These skills will carry on into my future career, and as the fundraising dinner becomes an annual event, the community will benefit.

Background

The Harvest Soup Kitchen, located in the basement of an old school in Muncie, Indiana, is focused on providing meals and food security to those in need in the local community. Since 1994, the soup kitchen has been serving 125-150 guests for six days a week, with an additional meal being served one Sunday every month. The annual budget is primarily funded by voluntary contributions and grants. While there are 2 part-time employees, the soup kitchen relies heavily on volunteers to run the daily responsibilities.

With the current economic state, the Harvest Soup Kitchen is receiving smaller donations, which is decreasing their budget. However, more people are finding themselves unemployed or underemployed and turning to the Harvest Soup Kitchen for meal security. Because of the increased demand, and the decreased monetary income, the soup kitchen is having a difficult time staying within the annual budget.

In order to grow this not-for-profit corporation, fundraising is essential. One way to accomplish this is to develop a benefit dinner for the organization. Benefit dinners can be a great fundraising tool. Dinners bring in much needed monetary contributions as well educate the community about the organization.

Many benefit dinners have a central theme, which relates to the charity they are benefiting. On the Ball State University campus, an Israeli dinner, which takes place annually as a part of the Jewish Heritage Week, promotes awareness by offering Israeli food (“Ball State Daily News”). Also at Ball State University, twenty Japanese students prepared authentic Japanese cuisine, including maki sushi and okonomiyaki, to raise money for the Multicultural

Center. The dinner, which cost only \$5 for students, also included a demonstration of Judo and a musical performance of traditional Japanese folk songs. The benefit dinner not only raised money for the Multicultural Center, it raised awareness and knowledge of the Japanese culture (Thompson). Having a central theme can help the guests better understand the cause, and can create a more enjoyable event. This will help the donors remember the cause, and hopefully create an incentive for donations in the future.

Some fundraising dinners include an extra incentive, such as a raffle or bar. Cornell University students organized a dinner to benefit the 2004 Pan Asian Tsunami relief. The theme was South Asian, which included South Asian fare, gamelan music, an informational speech about South Asian culture and the effects the tsunami had on the region, and a raffle. Many local restaurants were included in this benefit dinner, which encouraged participation with the local community (Dunegan). For a dinner benefiting the family of an eighteen month-old boy diagnosed with cancer, a \$10 minimum donation was required for a ticket purchase. The dinner, held by Black Bear, included a cash bar, a raffle of a bike, \$100 gift certificate to EdVenture Ed in West Virginia, and a skateboard (Hammond). These incentives created excitement for the event, and encouraged participants to donate more money towards the chosen organization.

While benefit dinners alone are a great way to spread awareness and obtain monetary donations, some organizations couple dinners with other events, to raise more interest. The Blue Bottle Coffee House, a company in Muncie, Indiana, combined a benefit concert with musicians Kiersten Huffman and Blueprint Music and a canned food drive. The concert brought people into the coffee shop, where donations of money or canned food were encouraged. This event attracted college students and members of the local community (Huni). In other cases, a benefit

dinner is paired with multiple activities. A dinner to benefit children in Iraq, through *Child Aid International* was planned and executed by students on the University of California at Los Angeles campus. The goal was to educate the UCLA community about Arab-American issues, as well as raise money for Iraqi children. Along with traditional Arabic cuisine, the event featured two main speakers from *Child Aid International* and UCLA, and two musical performances by the UCLA Near Eastern Ensemble and TIMZ, an Iraqi rapper (Santos). The extra entertainment gave the guests a greater bond with the cause, which made them more apt to help. At Notre Dame University, a Sudan-Darfur benefit dinner featured authentic African and Indian food, the proceeds of which went to the Genocide Intervention Fund (Tardiff). This dinner accompanied other fundraising events during Africa Week on the Notre Dame campus, such as shirt sales, lectures, and performances. The week focused on educating students about the need of this particular organization, and encouraged students to get involved in different ways in order to raise money for the charity. These pairs of fundraising events can help an organization reach a broader audience, which will generate more donations. The extra events make the benefit dinner unique and create extra value for the donors.

Project Objectives

1. Organize and Execute a Fundraising Dinner for the Harvest Soup Kitchen

The primary goal of this project was to organize and execute a fundraising dinner to benefit the Harvest Soup Kitchen in Muncie, Indiana. The Harvest Soup Kitchen relies primarily on donations, so we hoped to raise at least \$2,000 through this dinner. To reach this goal we enlisted sponsors and donors to offer money, food, and prizes for a raffle. We also planned to heavily market the event to the community, which will hopefully bring more awareness and

interest about the dinner and the Harvest Soup Kitchen. The food for the dinner was made by volunteers. During the dinner, there was an informational slideshow to inform attendees about the Harvest Soup Kitchen. Hopefully, this will encourage people to donate more money through a raffle or flat donation. To help with this fundraiser, six graduate assistants from the Advanced Event Management class (FCSFN 477) at Ball State University chaired the committees with the goal of securing sponsors and donors, creating marketing materials, selling tickets, and overseeing volunteers. All proceeds of this benefit dinner went to the Harvest Soup Kitchen.

1. Write and Submit a Rapid Grant from the Ball Brothers Foundation

In order to obtain sponsors and donors we needed to create marketing materials, such as letters of requests for sponsors and donors, thank-you notes, tickets, flyers, and posters. We also needed envelopes and postage stamps to mail the letters of requests and thank-you notes. Before we could make money, we needed to generate these marketing materials. We applied for a Rapid Grant from the Ball Brothers Foundation [RBBBF] for \$666.72, to purchase marketing materials and food supplies. This grant would allow us to reach a broader audience for sponsors, donors, and attendees.

Our alternative plan, if we did not get approved for the RBBBF, was to ask the Harvest Soup Kitchen for a \$50 advancement. We would use this money to create letters of request for sponsors and donors. With the money provided by the sponsor and donors, we planned to purchase the other materials required.

2. Create a Manual for Future Harvest Soup Kitchen Board Members

The third objective was to create a how-to manual for organizing a benefit dinner for the Harvest Soup Kitchen. The soup kitchen recently developed a Fundraising Committee, and this manual can be used by the committee members to explain the processes involved in hosting a benefit dinner. By creating this manual, the soup kitchen can more easily recreate this fundraiser in the future.

Methods

1. Organize and Execute a Fundraising Dinner for the Harvest Soup Kitchen

The first thing to do when planning a fundraising event is to learn what the board members believe the outcome should be. To gain an understanding of the organization's needs, I attended the January board meeting for the Harvest Soup Kitchen. I spoke to the board members about my plans for the fundraising dinner, which they approved. They also expressed interest in playing an active role in the event. The dinner was set to take place on April 23, 2010 at the Knights of Columbus building. Next, I gathered, under the direction of Dr. Lois Altman, a team of Ball State University graduate assistants, and asked them to be the chairs or co-chairs of four different committees.

The committees were titled: Donations/Sponsorships, Marketing/Advertising, Ticket Sales, and Food Preparation and Set-up/Tear-down (Appendix B). At the beginning of the planning process, we drafted letters of request for donors and sponsors (Appendix C). We created a list of potential suppliers, to whom we sent the letters. We followed the letters with phone calls and/or visits. For the potential title sponsors (an asking price of \$1,000), the Donations/Sponsorship committee personally visited the site to speak to the manager. As we

were recruiting sponsors and donors, we also created and printed the sales tickets. At the March board meeting for the Harvest Soup Kitchen, we gave a brief synopsis of the planning process and the progress to date. During that meeting we requested each board member's involvement by selling ten presale tickets at \$6 each, contributing 20 portions of dessert, and volunteering their time at the benefit dinner. As a result of that meeting, the board members were more knowledgeable about our efforts, and agreed to comply with all of our requests.

To better prepare ourselves for the benefit dinner, we met with the manager of the Knights of Columbus building. We were able to create an accurately scaled drawing of the room, which we used to develop the layout needed to maximize the number of seats available. While at the venue, we observed another non-profit organization as they prepared the room for a benefit dinner, similar to the *Helping Hands for Harvest* dinner. This helped us visualize the set-up activities involved in hosting a benefit dinner at the Knights of Columbus building. It also helped us estimate the number of attendees and amount of anticipated profit.

To market our event, we designed a poster containing the basic information about the dinner. We placed these in multiple businesses in Muncie. We also gave flyers to United Methodist, First Presbyterian, St. Lawrence, St. Mary, and St. Francis of Assisi to place in their weekly church bulletins. Lastly, we submitted a publicity statement to the local radio station, WLBC 104.1 to broadcast to the community. Because we did not have as much start up money as we had planned for, the graduate assistants pooled their resources. They were able to print things in their offices, and spent less than \$25 in marketing costs. This helped the final budget tremendously.

The day before the dinner, the planning committee met at Allegre kitchen at Ball State University. We prepared the macaroni and cheese and the dumpling dough, so that they would be ready to roll out and cut the next day.

The day of the dinner, we planned to meet at 2pm at the Knights of Columbus building. The food preparation people were instructed to come at 1:30pm. Unfortunately, they did not arrive until 2:45pm. This caused delays in our time schedule, but with the help from me and several volunteers we were able to prepare everything in time. We did not realize this until the day before the event, but the venue had another group until 4pm. This only gave us an hour to set up for the event. We used 25 tables with 8 chairs each. We skirted the ticket, raffle, and silent auction tables. We set up an informative PowerPoint demonstration about the Harvest Soup Kitchen and the benefit dinner. We tried to recruit a musician to play an instrument during the dinner, but could not find one that we could afford, so we played jazz music through the sound system at the venue. We had several volunteers helping with the food preparation and the set up.

During the dinner, we had approximately 225 guests. Our menu of chicken and dumplings, macaroni and cheese, mashed potatoes, green beans, salad, and assorted desserts was unique to this setting. People were extremely pleased and even requested more. We were lucky to have almost all food donated by different organizations. In the end, our total food cost was less than \$100. Things in the kitchen ran smoothly, and we had volunteers to refill drink pitchers, cut desserts, help in the kitchen, and clear tables.

The cleanup of the event was also rushed as we had to be out of the venue by 8pm for another group. This meant that we had to turn over the room, clean the kitchen, and collect all of

our belongings. This made things extremely rushed, but we had enough volunteers that we were able to get everything finished in time.

Throughout the planning process, we were able to collect five Bronze level sponsors, which supplied us with a total of \$550 from sponsors. To thank them, we posted flyers, which contained their logo and name, around the venue at the event. We also collected fourteen items from local businesses ranging from four tickets to the Muncie Children's Museum to a massage at a spa. We used these items during the raffle. We sold tickets to the raffle for \$1 for 1 ticket, \$5 for 10 tickets, and \$10 for an arm's length of tickets (about 16 tickets). During the dinner, we raffled off the prizes every fifteen minutes. We had three larger items, which we used for a silent auction. These items were a 19" flat screen television, a football signed by the Ball State Football team, and a private chef to prepare a dinner for eight. From the silent auction, we raised \$450. Lastly, we placed donation bowls in the center of each table, with signs that read "Tips for Harvest." Throughout the dinner, these bowls collected \$128. From ticket sales, sponsorships, donations, tips, raffle, and silent auction, we raised a total of \$3124.75 for the Harvest Soup Kitchen.

After the event was over, the planning team met together one last time to reflect on the event. We went over what went well and what needed to be changed for next year. I documented these observations in the Benefit Dinner Manual for the Harvest Soup Kitchen. Lastly, we presented our final project to the Event Management class at Ball State University. We also created a large check for the Harvest Soup Kitchen, which we gave to a representative at that time.

2. Write and Submit a Rapid Grant from the Ball Brothers Foundation

The Rapid Grant from the Ball Brothers Foundation [RBBBF] is a grant designed to provide funding to organizations quickly. This grant supplies financial support in order to begin or finish a project, or buy materials for a project. The requests are determined within four days of submission. The RBBBF asked for three narratives. The first narrative asks “What is the request needed for?” The second narrative asks “How does the request relate to Ball Brothers Foundation interests?” The third is a budget narrative, requesting details of why we were asking for that amount of money. We also had to obtain a letter of approval from JoAnn Gora, President of Ball State University. After compiling the narratives, budget, and letter of approval (Appendix A), we sent all pieces to Heather Miller, a Proposal Manager in the Sponsored Programs office at Ball State University. All grant requests involving Ball State go through that office, so Ms. Miller put all of our documents together, and forwarded the grant to the Ball Brother Foundation.

In answering the first narrative, “What is the request needed for?” we described the needs of the organization. The Harvest Soup Kitchen is a non-profit organization that relies on donations from other parties. As more Muncie residents have been left jobless or underemployed, they rely on the Harvest Soup Kitchen for food security. With this added pressure of a higher demand, the Harvest Soup Kitchen has found it difficult to operate within their budget. The benefit dinner would raise funds for the Harvest Soup Kitchen, allowing them to better serve the community.

The RBBBF also asked how our request related to the Ball Brothers Foundation’s interests. To answer this question, we looked at the core values of the Ball Brothers Foundation. The core values of the company include: legacy, philanthropy, stewardship, leadership, integrity,

communication, and effectiveness (Ball Brothers Foundation). These core values form the basis for improving the quality of life of community members. Our dinner met the values of philanthropy by embracing community needs; leadership by drafting a solution to the problem; communication by working as a group between undergraduates, graduate students, Ball State University faculty and the community; effectiveness by setting a good example, and by providing much need revenue to a local nonprofit; and legacy by providing a manual to the Harvest Soup Kitchen board members.

The budget narrative is to describe what supplies were required to execute our benefit dinner. We asked for a total of \$666.72 to purchase marketing materials and food products. The marketing items included tickets, flyers, letters with letterheads, posters, envelopes, postage stamps, mailing labels, printing paper, and an ink cartridge. These materials would cover all advertising pieces, letters of request for sponsors and donors, and thank you letters. The total of the marketing costs was \$166.72. We also asked for an amount of \$500 for the purchase of food supplies for the dinner.

Unfortunately, we did not get approved for the RGBBF grant. Although this was a setback, we transitioned to our second plan, which was an advancement of \$40 from a donor. This money was used to print the letters of request for donors and sponsors and tickets for presale. We were able to gain almost \$2000 from sponsors, donors, and presale tickets, which we used to continue with the development and execution of the dinner.

3. Create a Manual for Future Harvest Soup Kitchen Board Members

In addition to raising money for the Harvest Soup Kitchen for the 2010 year, we hope to help the organization continue raising money yearly through this type of fundraiser. To reach this objective, I developed a manual for the board members (Appendix D). This manual gives the board members step-by-step instructions on how to plan and execute a benefit dinner for the organization. It provides members who are not experienced planners with the knowledge and resources to effectively raise the maximum amount of funds for the Harvest Soup Kitchen. To create this manual, I identified the necessary procedures involved in the planning process. I further explained these steps in detail. I also included pieces of advice, gained from the experience of planning this event. We hope that this manual will provide insight and direction to the Harvest Soup Kitchen board members allowing them to evaluate and adjust each year in order to create a successful benefit dinner.

Discussion

1. Organize and Execute a Fundraising Dinner for the Harvest Soup Kitchen

Because this was the first time planning this event it was a new process for all those involved, and it was a great learning experience for all involved. As a result of my role as project manager, I improved my leadership and communication skills. Managing graduate assistants allowed me to delegate, which is a skill I needed to improve.

If I were to plan this event again, there are some things I would change. I would have placed less reliance on the grant money. I would have assigned one person to write the grant while the rest of the team focused on using the money to begin the planning process. I would have started recruiting sponsors and donors much sooner. Many larger companies have to go

through their corporate office for approval, which takes at least 3-4 weeks. In the future, I would suggest that the planning team recruit sponsors and donors from smaller, local venues, such as Concannon's, Lahody Meats, or Vera Bradley. These companies are more likely to be involved in their community and would not have to take the time to go through their corporate office. I would also be more aggressive when finding and recruiting sponsors as well as asking the board members to be involved at a deeper level, as they have better contacts in the community. I believe that the board members could have spoken to their contacts and given them an opportunity to participate. Usually, people are more likely to donate if they know someone who is associated with the fundraiser. I also believe that the board members would be valuable with helping clean tables at the benefit dinner. This would allow the guests to interact with the board members and better understand the Harvest Soup Kitchen. It would most likely help generate more tips, recruit volunteers, and educate the community.

Another thing I would change is better time management. Because it was the first time planning this event we had limited understanding of task time points. If we had created a tighter timeline, we would have been more prepared for marketing and advertising early on. I would have also been more aggressive about marketing the event. We relied on announcements in the church bulletin for one week, a small amount of posters, and a short radio announcement on the local Muncie radio station. Again, if we had been on a tighter timeline, we would have begun marketing the event at least three weeks out. Lastly, I would have assigned one person to be responsible for the financial aspect of the event. They would collect and record all ticket sales, expenses, sponsorships, and donations. Because we did not have a designated person to do this during the benefit dinner, it got passed through many hands. This led to confusion, which could have been avoided.

Although there are many things that we could have done differently during the planning and execution of this dinner, we were extremely pleased with the results. We exceeded our goal by over \$1000, which we were able to donate to the Harvest Soup Kitchen. We also used this experience as a great learning opportunity. Because of our mistakes and miscalculations regarding time, we better understand how to do things more effectively in the future. We hope to pass our gained knowledge onto the next group to plan this event.

2. Write and Submit a Rapid Grant from the Ball Brothers Foundation

The goal of this objective was to obtain enough money to cover all operating and food costs. We hoped that by obtaining this grant, we would be able to use all of the sponsorship money and donations as a contribution to the overall monetary amount raised for the Harvest Soup Kitchen. However, we were not awarded the grant. This was a disappointment because of the amount of time and energy focused on writing and submitting the grant.

Nevertheless, this experience taught me the grant writing process. By leading a group in grant writing and submitting the RGBBF grant, I was able to develop leadership skills, as well as improve my writing skills. It made me more aware of the types of grants available for nonprofit fundraising events. Without the grant award it forced us be creative in sourcing alternative funds. Although the denial for the grant was a disappointment, it gave me more experience and knowledge for my future career as an event planner. In the hospitality industry it is imperative to have several plans in case the first does not succeed. I will also be able to use the knowledge I gained from leading a group of people in writing and submitting a grant for future grant writing endeavors.

3. Create a Manual for Future Harvest Soup Kitchen Board Members

The manual for the Harvest Soup Kitchen was a unique part of my project. Because I will not be in Muncie in the future years, I wanted the organization to have an understanding of how this event was planned. The board members have not planned an event like this before so a step-by-step guide is a way to recognize the processes required in planning a benefit dinner. Writing this manual was a rewarding task because it not only allowed me to see the scope of what had been accomplished it also could be a tool in helping the Harvest Soup Kitchen in the future.

The manual for the Harvest Soup Kitchen allowed me to document the process of the planning phase. As the planning continued, I was able to document what worked and what needed to be changed for the future. I believe that this manual should be updated every year after the event. That will keep the manual up-to-date as new groups begin to develop this benefit dinner.

Conclusion

This event was such a learning experience for me. I was able to develop my leadership, communication and organizational skills. Although there are many things that we could have done differently throughout the planning and execution of the dinner, we were extremely pleased with the results. We used our mistakes as an opportunity to gain knowledge and experience, and we were able to make suggestions to the planning group for next year. The practice of writing the grant made me more aware of the types of grants available to nonprofit organizations. It also forced us to use creative thinking to find an alternative source of funding. The manual allowed

me to document the process of the planning phase. It is also an excellent source for future planning committees. Not only will it give advice from the previous years' experience, it can be updated each year to keep the event updated and effective.

At the end of the benefit dinner, we were able to raise \$3124.75 for the Harvest Soup Kitchen. Our original goal was \$2000.00. I am so pleased and excited to be a part of this contribution, and I hope that this dinner becomes an annual fundraiser.

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Appendix A: Grant Narratives, Budget, Letter of Approval

Letter of Approval

February 16, 2010

Ball Brothers Foundation
Attn: Donna Munchel
222 S. Mulberry Street
Muncie, Indiana 47305

Dear Members of the Ball Brothers Foundation Review Panel:

Ball State University is pleased to submit this proposal to the Ball Brothers Foundation for consideration of a Ball Rapid Grant to support a fundraising dinner for the Harvest Soup Kitchen.

The Harvest Soup Kitchen has been serving meals to the hungry in the Muncie community for 16 years. As more Muncie residents have been left jobless or underemployed, they rely on the Harvest Soup Kitchen for food security. This added pressure to serve more people without additional financial resources has left the Harvest Soup Kitchen hard pressed to meet this need.

The soup kitchen's current situation provides Ball State students an opportunity to embrace the community's needs. The graduate students in the Event Planning Class in the Department of Family and Consumer Sciences would like to help host a fundraising dinner. Through this benefit dinner, the community will learn the sense of urgency of the organization to find additional sources of funding. Along with helping to host the benefit dinner, the students will create a Fundraising Dinner Guide for the Harvest Soup Kitchen. This guide will explain the processes needed to execute this type of fundraiser, which will allow for benefit dinners to be easily planned by the soup kitchen in the future.

In order to successfully execute this project, the students will need seed money to produce marketing material to seek donors and sponsors. Additional funds are requested to supplement food donations that will be served at the dinner in order to produce a quality meal. A Ball Foundation Rapid Grant will greatly aid our students in reaching out to meet the food security needs of our community.

Thank you for considering your support for this event. We trust funding from Ball Brothers Foundation will bolster the fundraising dinner and enable the project to flourish to the benefit of all in our region.

Sincerely,

Jo Ann Gora
President

Lois Altman
Associate Professor,
Dept. of Family and Consumer Science

Narrative 1: “What is this request needed for?”

The Harvest Soup Kitchen has been serving the local community for sixteen years. This not-for-profit organization relies primarily on donations from individuals or groups. In order to raise money for this community-based organization, several Ball State University Students are planning a fundraising dinner, with all proceeds going towards the Harvest Soup Kitchen. There are many goals that we hope to accomplish through this fundraising dinner. Firstly, we hope to raise money for the Harvest Soup Kitchen, to help it continue making a difference in the community. Secondly, we would like to raise awareness about the Harvest Soup Kitchen in the Muncie community. This will generate more donations in the future, gather more volunteers, and inform those in need about what is available. Finally, we plan to make a Fundraising Dinner Guide, which will not only help the students develop professionally, it will allow for ease of planning fundraising dinners in the future. We hope that through this fundraiser, we will give the Harvest Soup Kitchen more freedom to help those in need in the local community, now and in the years to come.

The Rapid Grant from the Ball Brothers Foundation would be a tremendous help in starting the planning process for the fundraising dinner. By providing seed money for marketing tools and tickets, we will be able to donate all the money raised to the Harvest Soup Kitchen. We will be able to reach a larger audience, procure more donors and sponsors, and educate the community about all the work this organization is doing in the local community. This grant will allow us to generate a larger donation for the Harvest Soup Kitchen, which in turn will give back those in need in the community.

Narrative 2: “How does the request relate to Ball Brothers Foundation interests?”

The Harvest Soup Kitchen serves meals to the hungry in the Muncie community. As more Muncie residents have been left jobless or underemployed, they rely on the Harvest Soup Kitchen for food security. With this added pressure to serve a higher demand, the Harvest Soup Kitchen has not been able to operate within their budget. The soup kitchen’s current financial status provides Ball State students a philanthropic opportunity to embrace the community’s needs by hosting a fundraising dinner. Through this benefit dinner, the community will learn the sense of urgency of the organization to find additional sources of funding. This project incorporates several of the core values of the Ball Brothers Foundation.

This event provides an excellent opportunity for professional development. It will give practical experience to students through organizing, planning, and executing a fundraising event. With Ball State’s focus on immersive learning, this project will allow students to become leaders in the community as well as learn life skills, hospitality, and a new sense of social responsibility. Along with the benefit dinner, the students will make a Fundraising Dinner Guide for the Harvest Soup Kitchen. This guide will explain the processes needed to execute this type of fundraiser, which will allow for benefit dinners to be easily planned in the future. By leaving this guide, the students hope that the Harvest Soup Kitchen will be able to continually raise money to aid the community.

Narrative 3: Budget Narrative

In calculating the budget, research was done for the necessary items including obtaining price quotes from Gibson Printing and the Cardinal Copy Center to see who had a more reasonable price for our event. Research was also done through price quoting items such as envelopes, paper, labels, and an ink cartridge at Staples, which had the best prices for the amount of advertising and promotion.

After researching costs for food at GFS (Gordon Food Service), it is estimated that the meal will be about \$2.50 per person, with approximately 400 guests. An initial \$500 would be used for food, with sponsors and donors supplying the remainder of the needed amount.

Appendix B: Committees

Committees

1. Donations/Sponsorships

Ben Peak

Amara Koroma

These people were responsible for drafting letters of request for donors and sponsor, creating a list of potential donors and sponsors, and contacting those on the list. They had to be prepared to communicate with many different organizations and keep track of all money and donations. They were also responsible for ensuring that the promises made to the sponsors are fulfilled. If possible, these people should have found grants to provide seed money for the event.

2. Marketing/Advertising

Kim Jamriska

Liz Strong

These people were accountable for making the event known throughout the community. Through posters, flyers, church bulletins, radio announcement, etc., they generated interest about the event and the organization. At the benefit dinner, they were responsible for educating the attendees about the organization through a PowerPoint presentation.

3. Ticket Sale

Kristy Cox

This person designed and produced numbered sales tickets for event. To keep track of ticket sales, this person created and managed an Excel Spreadsheet containing the information of ticket sales. This person was also responsible for selling tickets before and during the event.

4. Food Preparation and Set-up/tear-down

Breanna Ridway

This person was in charge of organizing the volunteers for the set-up, tear-down, and dinner service. This person was also responsible for organizing and overseeing the volunteers responsible for preparing the food for the dinner, and ensuring the smooth distribution of food during service.

Appendix C: Sponsorship and Donation Letters of Request

Donor Letter

Potential Donor Organization Name

515 N. Martin Ave.

Muncie, IN 47303

The Harvest Soup Kitchen has been providing meals for those less fortunate for the last 16 years. Due to an increased demand and more individuals lacking food security, the Harvest Soup Kitchen has been finding it increasingly difficult to operate within their budget. Due to this need, Ball State Students have decided to create a fundraiser dinner on April 23, 2010.

We are requesting donations for this event to help cover operational costs of the dinner and to donate monetarily to the Harvest Soup Kitchen. The Harvest Soup Kitchen Fundraiser Dinner is the perfect opportunity to showcase your organization through advertisement and by donating to a great cause. This event is open to the Muncie community and we are expecting approximately 250 guests. Donations, whether cash or items used for door prizes would be welcomed.

We will be in contact with you in regards to your decision within a week's time. Thank you for your consideration and we look forward to speaking with you. If there are any questions, please feel free to call CONTACT at PHONE NUMBER.

Sincerely,

NAME OF CONTACT

Ball State University

Sponsorship Letter

Potential Sponsor Organization Name

515 N. Martin Ave.

Muncie, IN 47303

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We are currently seeking sponsors for this event to help cover operation cost of the dinner and to increase our monetary donation to the Harvest Soup Kitchen. This is the perfect opportunity to showcase your organization through advertisement and community involvement while supporting a great cause. The following sponsorship packages are available:

GOLD SPONSORSHIP: \$500 and Above

- Organization Name/Logo displayed on sponsorship board
- Organization Name/Logo listed on the promotional flyer
- Organization Name/Logo listed during ongoing power point presentation for the event
- Advertising Table (8' table-skirted)
- Complimentary Dinner Table for 6

SILVER SPONSORSHIP: \$250-\$499

- Organization Name/Logo displayed on sponsorship board
- Organization Name/Logo listed on the promotional flyer
- Organization Name/Logo listed during ongoing power point presentation for the event
- Complimentary Dinner Table for 4

BRONZE SPONSORSHIP: \$125-\$249

- Organization Name/Logo displayed on sponsorship board
- Organization Name/Logo listed on the promotional flyer
- Organization Name/Logo listed during ongoing power point presentation for the event

This event is open to the Muncie community and we are expecting approximately 250 guests. We will be in contact with you in regards to your decision within a week's time. Thank you for your consideration and we look forward to speaking with you. If there are any questions, please feel free to call CONTACT NAME at PHONE NUMBER.

Sincerely,

NAME OF CONTACT

Ball State University

Harvest Soup Kitchen Benefit Dinner Manual 2010

Step 1: Develop a Planning Team

- A. This team will be involved creating marketing and advertising materials, securing sponsors and donors, executing the event, and selling tickets.
- B. There should be four committees, chaired by 1-3 people (Appendix A).
- C. The planning team should have weekly or bi-monthly meetings to collaborate efforts.

Step 2: Obtain Initial Funding

- A. Decide what the budget for the event will be. This includes all marketing materials, tickets, food, etc. (Appendix B).
- B. Submit a grant. The grant will cover the start-up costs of the event. It may or may not cover the food costs. Look at the specifications of the grant to determine which requests are acceptable.
- C. Obtain a small amount of money from the non-profit organization to begin printing donors and sponsorship letters. Do not rely on the grant money to start the event.

Step 3: Develop Marketing Material

- A. The marketing material can include posters, flyers, letters, etc.
- B. Sponsorship and donor letters should be created to send to people or organizations that are potential donors or sponsors. These letters should clearly explain the event and the requests (Appendix C). The letters should be sent to places in the local community. They should be followed up with a call or visit within a week's time.
- C. The marketing materials should clearly state the name of the event, the location, the place, the time, and the price. They should be distributed amongst the local community.
- D. Other marketing techniques that are affective are church bulletins, newspaper ads, radio announcements and billboards.

Step 4: Ticket Sales

- A. Ask board members to pre-sell a specified amount of tickets to friends and family. Get the money up-front before giving them the tickets.
- B. Number tickets in order to keep records of which tickets have been paid for.
- C. Sell tickets at the door for a higher price than presale tickets (\$6 presale, \$7 at the door).

Step 5: Recruit Volunteers to Help at Event

- A. Volunteers will be needed to prepare food, set-up the venue two hours before the event, work during the event, and clean-up after the event.
- B. Potential volunteers can include board members, friends and family, student organizations, Boy Scout or Girl Scout troops, or church groups.

Step 6: Create a Raffle with Donated Items

- A. Display all donated items on a table next to the ticket table. This way, the guests will be sure to see the items.
- B. Have different pricing levels. \$1 for 1 ticket; \$5 for 10 tickets; \$10 for an arm's length of tickets.
- C. Using a microphone, announce the raffles throughout the night. Give away 2-3 raffle items at a time, starting 30 minutes into the event and every 15 minutes after that. Announce the last raffle at least 15 minutes before the end of the event so that people will leave in a timely manner.

Step 7: Create a Silent Auction

- A. For the more high-end items, have a silent auction table.
- B. Provide a sign-up sheet including bid price, name of bidder, and contact information. Include a minimum asking price for the item.
- C. Generate interest in the auction by announcing it on the microphone, taking the items to tables to encourage sign-up, etc.

Step 8: Create an Informative Presentation about the Organization

- A. This presentation should include the background of the organization, the operating hours, and ways to get involved.
- B. It should also include a thank-you to the sponsors, the names of the people involved in the planning process, and the menu for the evening.

Step 9: Prepare Food

- A. Ensure that there will be enough volunteers helping in the food preparation.
- B. Prepare all possible food before the event, so that the day-of preparation goes smoothly.
- C. Provide a unique menu, such as chicken and dumplings, which people will be interested in.

Step 10: Set-Up Event

- A. At the Knights of Columbus building, set up tables with 8 chairs at each. Set the maximum amount of tables that will fit comfortably.

- B. Set the ticket table and the raffle table together.
- C. Set the Silent Auction table in an area that will get a lot of traffic.
- D. Place trashcans around the room so that guests can easily dispose of trash.
- E. Connect PowerPoint to projector to play continuously through the dinner.
- F. Place bowls in the center of table for tips. Place tent signs that specify the bowls are for tips. It also helps to place at least a dollar in the bowl to encourage people to donate.

Step 11: Execute Dinner

- A. Have bowl for kitchen staff to collect tickets as people approach to get food.
- B. Serve food to guest through window.
- C. Have volunteers to fill drinks.
- D. Have volunteers to cut individual dessert pieces.
- E. Have volunteers to bus tables as people leave.
- F. Continually advertise the raffle and silent auction over the microphone.
- G. Have board members go to tables to interact with guests. This could easily generate more donations, volunteers, or sponsors for next year.

Step 12: Clean-Up

- A. Ask if there will be a need for quick turnover after the event. If this is the case, plan accordingly.
- B. Because this is an unpleasant task later in the evening, many volunteers will not come. To combat this, ask for double the amount of volunteers necessary, assuming that half will not show up.

Step 13: Ensure that Silent Auction Winners Claim Prizes

- A. If the silent auction winners are not at the event at the time of winning, contact them immediately.
- B. Ensure that you get the money from the winner before giving the prize away.

Step 14: Send Thank-You Letters to All Sponsors and Donors

- A. Send thank-you letters to all sponsors and donors. This can be done throughout the planning process of the event, but ensure that all sponsors and donors are thanked.
- B. This not only shows gratitude for their contributions, but will encourage them to continue giving in the coming years.

Step 15: Reflect

- A. This is one of the most important steps of the event. Shortly after the event, meet with the people involved in the planning process to discuss what went well, what could be changed, and things to remember for next year. Document what was discussed. This will allow the next planning team to avoid any mistakes that were made, and will make the event run more smoothly in the future.

Appendix 1: Committees

Committees

1. Donations/Sponsorships

These people were responsible for drafting letters of request for donors and sponsor, creating a list of potential donors and sponsors, and contacting those on the list. They had to be prepared to communicate with many different organizations and keep track of all money and donations. They were also responsible for ensuring that the promises made to the sponsors are fulfilled. If possible, these people should have found grants to provide seed money for the event.

2. Marketing/Advertising

These people were accountable for making the event known throughout the community. Through posters, flyers, church bulletins, radio announcement, etc., they generated interest about the event and the organization. At the benefit dinner, they were responsible for educating the attendees about the organization through a PowerPoint presentation.

3. Ticket Sale

This person designed and produced numbered sales tickets for event. To keep track of ticket sales, this person created and managed an Excel Spreadsheet containing the information of ticket sales. This person was also responsible for selling tickets before and during the event.

4. Food Preparation and Set-up/tear-down

This person was in charge of organizing the volunteers for the set-up, tear-down, and dinner service. This person was also responsible for organizing and overseeing the volunteers responsible for preparing the food for the dinner, and ensuring the smooth distribution of food during service.

Appendix 2: Budget

Budget for Grant

Item	Amount	Cost
Tickets (12 per page)	45 pages	\$6.75
Flyers (4 per page)		\$14.00
Letters with letterhead	100	\$6.00
11"x17" posters	100	\$20.00
Envelopes		\$30.00
Postage	100	\$44.00
Labels		\$12.99
Paper for Thank you letters	1 ream	\$9.98
Ink	1 cartridge	\$23.00
Food items		\$500.00
Total		\$666.72

Appendix 3: Sponsorship and Donation Letters of Request

Donor Letter

Potential Donor Organization Name

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